

In the Claims:

1. (Currently third time amended) A liquid crystal display comprising:

a liquid crystal cell having a liquid crystal layer sealed in-between a pair of transparent substrates thereof, having an electrode on each of the inner surfaces thereof, facing each other;

an absorption-type polarizing film disposed on a visible side of the liquid crystal cell, for transmitting light linearly polarized in a direction parallel with a transmission axis thereof, and absorbing light linearly polarized in a direction orthogonal to the transmission axis thereof;

a reflection-type polarizing film disposed on a side of the liquid crystal cell, opposite from the visible side thereof, for transmitting light linearly polarized in a direction parallel with a transmission axis thereof, and reflecting light linearly polarized in a direction orthogonal to the transmission axis thereof; and

a color filter disposed on one of a visible side of the absorption-type polarizing film, and between the absorption-type polarizing film and the reflection-type polarizing film[.], for providing color to light transmitted through the color filter,

wherein the reflection-type polarizing film is a sheet-shaped member of a metallic tone and having a high reflection characteristic which reflects incoming light linearly polarized in a direction orthogonal to the transmission axis toward an incoming side; and

the absorption-type polarizing film and the liquid crystal cell are disposed such that lights transmitted from visible sides through a voltage applied area and a non-voltage applied area of the liquid crystal cell are linearly polarized in a direction orthogonal to each other and the transmission

axis of the reflection-type polarizing film is in a direction substantially parallel with either one of the directions of the linearly polarized lights that are orthogonal to each other.

2. (Previously amended) The liquid crystal display device according to Claim 1 further comprising a light absorption film disposed on a side of said reflection-type polarizing film, opposite from a visible side thereof.

3. (Original) The liquid crystal display device according to Claim 1 further comprising a light scattering film disposed on the visible side of said absorption-type polarizing film.

4. (Previously amended) The liquid crystal display device according to Claim 1 further comprising a light scattering film disposed on the visible side of said absorption-type polarizing film, and a light absorption film disposed on a side of said reflection-type polarizing film, opposite from a visible side thereof.

5. (Previously amended) The liquid crystal display device according to Claim 1 further comprising a backlight disposed on a side of said reflection-type polarizing film, opposite from a visible side thereof.

6. (Original) The liquid crystal display device according to Claim 5 further comprising a

translucent film disposed between said reflection-type polarizing film and the backlight.

7. (Original) The liquid crystal display according to Claim 6, wherein the translucent film is an absorption-type polarizing film.

8. (Previously amended) The liquid crystal display according to Claim 1 further comprising a light scattering film disposed on the visible side of said absorption-type polarizing film, and a backlight disposed on a side of said reflection-type polarizing film, opposite from a visible side thereof.

9. (Original) The liquid crystal display according to Claim 8 further comprising a translucent film disposed between said reflection-type polarizing film and the backlight.

10. (Original) The liquid crystal display according to Claim 9, wherein the translucent film is an absorption-type polarizing film.

11. (Previously twice amended) The liquid crystal display according to Claim 1, wherein said absorption-type polarizing film is disposed on the visible side of said liquid crystal cell such that the transmission axis of said absorption-type polarizing film is parallel with a direction of long axes of liquid crystal molecules located on the visible side of the liquid crystal

layer in said liquid crystal cell while said reflection-type polarizing film is disposed such that the transmission axis thereof is parallel with, or orthogonal to a direction of long axes of liquid crystal molecules located on the side of the liquid crystal layer in said liquid crystal cell, opposite from the visible side thereof.

12. (Previously twice amended) The liquid crystal display according to Claim 1,
wherein said absorption-type polarizing film is disposed on the visible side of said liquid crystal cell such that the transmission axis of said absorption-type polarizing film is orthogonal to a direction of long axes of liquid crystal molecules located on the visible side of the liquid crystal layer in said liquid crystal cell while said reflection-type polarizing film is disposed such that the transmission axis thereof is parallel with, or orthogonal to a direction of long axes of liquid crystal molecules located on the side of the liquid crystal layer in said liquid crystal cell, opposite from the visible side thereof.

13. (Original) The liquid crystal display according to Claim 1,
wherein said color filter is a selective transmission color filter for transmitting a light component at a specified wavelength only.

14. (Previously amended) The liquid crystal display according to Claim 1,
wherein said color filter comprises color filters in plural colors at different specified

wavelengths which are arranged in a same plane.

15. (Original) The liquid crystal display according to Claim 1,
wherein said color filter comprises color filters in three colors at specified wavelengths of
light components in red, green and blue, arranged in a given order repeatedly and regularly.

16. (Original) The liquid crystal display according to Claim 1,
wherein said color filter comprises color filters in three colors at specified wavelengths of
light components in cyan, magenta and yellow, arranged in a given order repeatedly and regularly.

17. (Previously twice amended) The liquid crystal display according to Claim 1,
wherein said color filter is a color polarizing film capable of transmitting a light component
of the light linearly polarized in the direction orthogonal to the transmission axis thereof and
having a specified wavelength only, and absorbing light components of the light linearly polarized
at other wavelengths while transmitting all light components of the light linearly polarized in the
direction parallel with the transmission axis thereof.

18. (Original) The liquid crystal display according to Claim 1,
wherein said color filter is a multi-layered dielectric coating capable of reflecting a light
component of incoming light, and having a specified wavelength, while transmission light

components of the incoming light at other wavelengths.

19. (Original) The liquid crystal display according to Claim 1, wherein the liquid crystal layer of said liquid crystal cell is composed of any from among twisted nematic liquid crystals, supertwisted nematic liquid crystals, and guest host liquid crystals.

20. (Original) The liquid crystal display according to Claim 1, wherein said color filter is disposed between said absorption-type polarizing film and said liquid crystal cell.

21. (Original) The liquid crystal display according to Claim 1, wherein said color filter is disposed between said liquid crystal cell and said reflection-type polarizing film.

22. (Original) The liquid crystal display according to Claim 1, wherein said color filter is disposed between one of the transparent substrates making up said liquid crystal cell and the liquid crystal layer.

23. (Currently amended) A liquid crystal display comprising:
a liquid crystal cell having a liquid crystal layer sealed in-between a pair of transparent substrates thereof, having an electrode on each of the inner surfaces thereof, facing each other;
an absorption-type polarizing film disposed on a visible side of the liquid crystal cell, for

transmitting light linearly polarized in a direction parallel with a transmission axis thereof, and

absorbing light linearly polarized in a direction orthogonal to the transmission axis thereof;

a reflection-type polarizing film disposed on a side of the liquid crystal cell, opposite from the visible side thereof, for transmitting light linearly polarized in a direction parallel with a transmission axis thereof, and reflecting light linearly polarized in a direction orthogonal to the transmission axis thereof; and

a color filter disposed on a visible side of the absorption-type polarizing film.